



Seventy-ninth Annual
Midsummer Festival

SATURDAY, JUNE 23rd, 1973

ALL DAY

SVEADAL

Uvas Canyon, Santa Clara County



Given under the auspices of
**Swedish
American
Patriotic
League**



Swedish American Patriotic League

SAN FRANCISCO

OAKLAND

wishes one and all a Happy Midsummer

with sincere appreciation to the many committees and
friends for their support and efforts to make this festival
an outstanding success

KENNETH WICKHOLM
President, San Francisco

BRUCE FEIST
President, Oakland

Midsummer Greetings

THE FEIST FAMILY

Astri and Bruce

Kerstin — Monika — Jim

Sincere Appreciation

to all who helped

Yesteryear and today

GLAD MIDSOMMAR

KENNETH WICKHOLM
President

Swedish American Patriotic League

Happy Midsummer

from

When you travel
to Europe fly

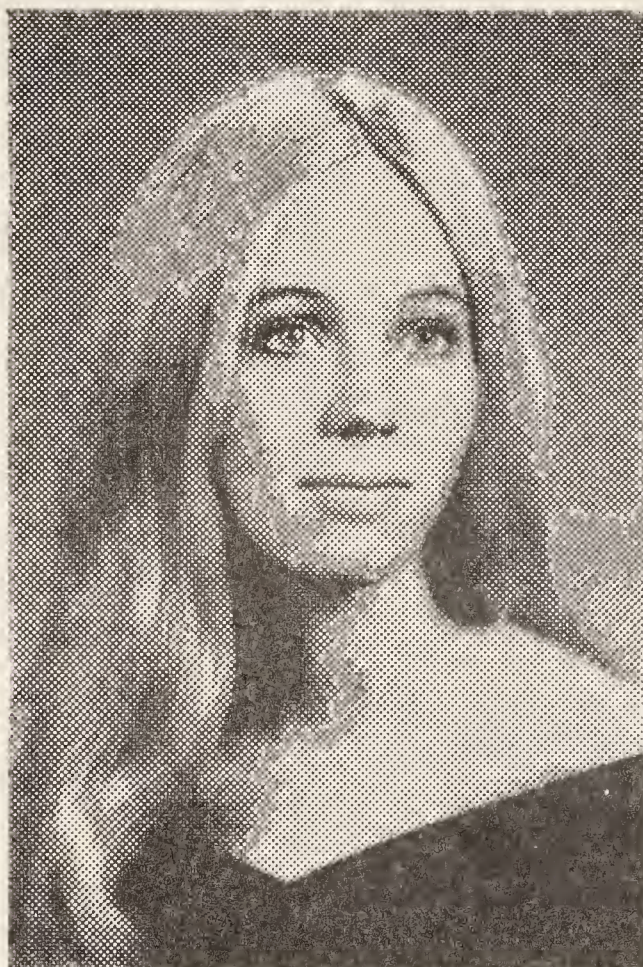


via Seattle,
New York or
Chicago

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EXbrook 7-2900

GLAD MIDSOMMAR



MONIKA FEIST
Midsummer Queen



CHRISTINE JOHNSON
Svea



CAROL BRADFORD
Columbia

Midsummer Greetings from
TEGNÉR LODGE No. 149, V.O.A.

Meets first Wednesday 8 P.M.

Jenny Lind Hall
2267 Telegraph Avenue, Oakland
MAY RENDLEMAN, *Chairman*
IDA BERGSTROM, *Secretary*



*The Golden Gate
District Lodges*

through the medium of this program wish to extend their best wishes to the Swedish-American Patriotic League, on this Midsummer Day Celebration.

The Golden Gate District Lodge, consisting of the ~~nineteen~~ Local Lodges in San Francisco, Oakland, San Leandro, Berkeley, Petaluma, Eureka, Paradise, San Jose, San Mateo, Palo Alto, Concord, Stockton, Modesto, Sacramento, Turlock, Fresno, Yuba City, and South Lake Tahoe, extends to you a cordial invitation to become a member of the Vasa Order of America.

Contact any member of these Lodges and they will gladly furnish you information of the benefits you may derive from this membership.

ROY J. JOHNSON
District Master

ANNA CLAWSON
District Secretary

**Happy
M I D S U M M E R**



Best wishes for a successful
**79th ANNUAL
MIDSUMMER FESTIVAL**

FYLGIA LODGE No. 119
Vasa Order of America



The Color Guard here today
is part of
Fylgia's Drill Team

Richard Lowry
President

S. William Sjodahl
Secretary

MIDSUMMER GREETINGS
Tor Lodge No. 537, V.O.A.
San Francisco

*Meets Second Friday in each month at
Swedish-American Hall, 2174 Market St.*

ANTON ANDERSON, Chairman
IVAR HOLMGREN, Secretary

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SVEA GLEE CLUB
of OAKLAND

*Meets every Tuesday at Dovre Hall
in San Francisco.*

NEW MEMBERS WELCOME!

WALTER MATTSON, *President*

PHILIP MALKERSON, *Secretary*

2635 Rawson Avenue
Oakland, Calif. 94619

**THE SWEDISH SINGING SOCIETY
OF SAN FRANCISCO**

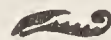
Affiliated with the Norwegian Singing Society
meets Tuesdays at 8 p.m. in Dovre Hall,
3543 - 18th St., San Francisco, Calif.

NEW MEMBERS WELCOME

CLYDE W. FORSMAN, *President*

EDWIN PETERSON, *Secretary*

Glad Midsommar



Hugo och Evelyn Olsson

Midsummer Greetings

from

ALAN and NORMA JOHNSON

Chris and Bob

Wishing you a
Colorful

MIDSUMMER



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PROGRAM

Chairman of the Day

Master of CeremoniesKENNETH WICKHOLM
President, SAPL, San Francisco

Vice Chairman of the DayBRUCE FEIST

President, SAPL, Oakland

MAIDS OF HONOR*

Alice Broderick, Jo Ann Erikson, Linda Isackson, Joan M. Larkin,
Margarita Lowry, Krikelina Lundgren, Christine McCune, Kirsten
Montgomery, Chris Peterson, Lora Morn, Arline Stromberg

CROWN BEARER—Mark Henderson

FLOWER GIRLS—Melissa Nahlin, Geraldine Shaw

TRAIN BEARERS—Keith Bornholtz, Robert Rulon

2:00 P.M. ON THE DANCE FLOOR

Entertainment by the Peninsula Banjo Band

4 P.M. ON THE LAWN

Raising of Maypole and Procession

Fylgia Color Guard, Tegner Children's Club, Vasa Friendship Club,
Maids of Honor, Svea, Columbia, Flower Girls, Crown Bearer, Train
Bearers, The Midsummer Queen.

FLAG SALUTE TO THE QUEEN

Kurt Talbot — Drummer

Star Spangled Banner — Du Gamla Du Fria In Unison

WELCOME

Kenneth Wickholm, President, SAPL, San Francisco

CROWNING OF THE QUEEN

Bruce Feist, President, SAPL, Oakland

SWEDISH SONGS AND DANCES

Tegner Children's Club — Vasa Friendship Club

Astri Feist, Supervisor — Irene Bryggman, Director

PRESENTATION OF COLUMBIA

Kenneth Wickholm, President, SAPL, San Francisco

PRESENTATION OF SVEA

Carl Mattman, Second Vice President, SAPL, San Francisco

GREETING FROM SWEDEN

Honorable Hans Sköld, Consul General of Sweden

PRESENTATION OF HONORARY MEMBERSHIP

Kenneth Wickholm, President, SAPL, San Francisco

KERSTIN FEIST AND HER GUITAR

PRESENTATION OF THE QUEEN'S COURT

John E. Peterson, Past President, SAPL, Oakland

ENTERTAINMENT

John, John and Carol and their guitars

*Names sent in at press time

PROGRAM



"Ensemble International"

PROCESSION TO THE DANCE FLOOR

RAISING OF MAYPOLE

SWEDISH FOLK DANCES

Vasa Friendship Club

Irene Bryggman, *Director*

THE MIDSUMMER QUEEN'S DANCE

PUBLIC DANCING

Music — "Tones of Blue and Yellow"

7:00 P.M. — FOLK DANCES

"Ensemble International" — Ned and Marian Gault, *Directors*

DRAWING FOR GATE PRIZES

DANCING TO 1:00 A.M.

Robbie Herrold Combo

* * * *

All Afternoon. Snack bar open below clubhouse. (Closed during program)

After Program (Appr. 5:00 p.m.) Buffet Dinner served in clubhouse

GLAD MIDSOMMAR

to all our friends

Ken Wickholm and Family

Midsummer Greetings

from

Eva & Oscar F. Person

SWEDISH LADIES SOCIETY JENNY LIND OF OAKLAND

A Social and Sick Benefit Organization

Meetings first Tuesday every month at
Jenny Lind Hall

President — THELMA BECHTLE

Secretary — BERTHA BECHTLE

Midsummer Greetings

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New shipment of fresh frozen

Swedish Potato Sausages

Try' em — you'll like 'em

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Phone 621-4100

Midsummer Greetings

Utile Dulci Club

Midsummer Greetings

THE SWEDISH SOCIETY OF OAKLAND

meets 2nd and 4th Tuesdays in Jenny Lind Hall
2267 Telegraph Avenue, Oakland

TAGE HEDIN, *President*

ALBERT CARLSON, *Secretary*

534-7622

For membership information contact
above officers.

Now is the time to join the
East Bay's oldest and most
progressive Society.
Financially sound.

SWEDISH LADIES SOCIETY of San Francisco

2174 Market Street

Sick Benefit and Social Organization

Meetings 2nd Thursday at Noon

DIANE JAUREGUI, *President*

ALICE O'CONNELL, *Secretary*

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MIDSUMMER GREETINGS

Young Scandinavians Club

2174 Market Street, San Francisco

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SKIING — PICNICS — HIKING

Jorgen Larsen, President

Anne Marie Schmoeckel, Secretary

Swedish Relief Society of San Francisco

Meetings held at Noon on first Monday every
month at Swedish American Hall.
Refreshments and cards.

President: MRS. MARTHA KUHNLE

Secretary: MRS. RUTH NELSON

Phone 861-9913



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i sitt kära

Kramfors

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a most happy

Midsummer



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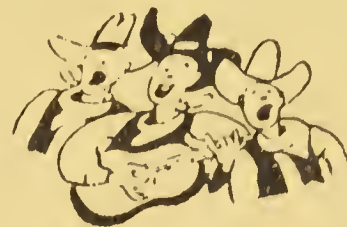
Telephone: UNDERhill 1-7885



Yippie Yeah!
Sveadal or Bust!
Make the scene in Sveadal, man,

Go Western

You are invited to



Sveadal Club's Western Day

**Saturday, August 11th, 1973
IN SVEADAL**

Ask JOHN FINETTI about it
Dress Western! As Cowboy or Cowgirl
Barbecue Steak Dinner
LIVE MUSIC at the Dance Hall

Midsummer Greetings

from

Vera and John Nelson

Midsummer Greetings

from

Carl and Sylvia Svenson
Erik Mark Kjell

I sommarens soliga dagar

I sommarens soliga dagar
Vi gå genom skogar och hagar
På färdens besvär ingen klagar
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung kom med och sjung
Och sitt ej hemma slö och tung.
Vår sångartropp, Han går opp
På kullens allra högsta topp..
I sommarens soliga dagar
Vi sjunga var vi gå, Hallå, Hallå.

Bland mognande skördar som gunga
Vi vandra i klunga och sjunga
De gamla som hör oss blir unga
Vi sjunga var vi gå. Hallå, Hallå.
Du som är ung, etc.

HAPPY MIDSUMMER

from

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Enjoy

SVEADAL

this summer

Your own Recreation Park
in Uvas Canyon,
Santa Clara County

SWIMMING — TENNIS
CABINS — MEALS
PLAYGROUND

CALENDAR OF EVENTS

July 7—8—Tennis Tournament

July 22—47th Anniversary of
Sveadal

September 2—Aquacade and
Water Sports

Midsummer Greetings

Greetings and best wishes for a

Happy Midsummer

from

MRS. RENO F. ANDERSON

C. A. ANDERSON FUNERAL PARLORS